

**Amendment and Response**

Applicant: George B. Hobbs

Serial No.: 09/734,290

Filed: December 11, 2000

Docket No.: 10003973-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH INTERFACE ADVERTISING

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**REMARKS**

The following remarks are made in response to the Non-Final Office Action mailed October 4, 2003, in which claims 1-34 were rejected. With this reply, claims 1-4, 6-13, 15-20, and 29 have been amended to clarify Applicant's invention and claims 35-37 have been added. Claims 1-37, therefore, remain pending in the application and are presented for reconsideration and allowance.

**IDS/PTO-1449**

The Examiner's attention is directed to the Information Disclosure Statement and Form PTO-1449 previously filed on *December 11, 2000*. To date, Applicant has not received an initialed and signed copy of the PTO-1449 confirming that the cited references have been considered. Applicant, therefore, respectfully requests that an initialed and signed copy of the Form PTO-1449 previously filed on *December 11, 2000* be returned. For the convenience of the Examiner, enclosed is a copy of the Information Disclosure Statement and Form PTO-1449 previously filed on *December 11, 2000*.

**Drawings**

The Examiner has indicated that this application was filed with drawings that are considered informal. Concurrently with this reply, formal drawings are being filed. Applicant, therefore, respectfully requests that these drawings be substituted for the drawings originally filed.

**Claim Rejections under 35 U.S.C. § 103**

Claims 1-34 are rejected under 35 U.S.C. 103(a) as being obvious over Motamed et al. U.S. Patent No. 6,519,053. Applicant respectfully traverses this rejection.

The method of independent claim 1 includes defining a print processing system controller having an advertisement registered therewith and presenting the advertisement to the customer via the network communication link when the print processing system controller processes the job ticket for the print job, and the method of independent claim 11 includes defining a print processing system controller having a plurality of advertisements registered therewith, processing a job ticket for the print job with the print processing system controller

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and selecting at least one of the advertisements based on the job ticket, and presenting the at least one of the advertisements to the customer via the network communication link. In addition, the system of independent claim 21 includes a print processing system controller configured to have an advertisement registered therewith, wherein the print processing system controller is adapted to process a job ticket for the print job and present the advertisement to the customer when the print processing system controller processes the job ticket for the print job.

The Examiner contends that the Motamed et al. patent discloses a method of processing a print job of a customer and directing advertising to the customer. The Examiner recognizes, however, that the Motamed et al. patent lacks presenting the advertisement to the customer via the network communication link and lacks presenting the advertisement to the customer via the network communication link when the print processing system controller processes the job ticket for the print job. As such, the Examiner suggests that it would have been obvious to a person of ordinary skill in the art at the time of the invention that the disclosure of the Motamed et al. patent would have been modified and selected in accordance with presenting the advertisement to the customer via the network communication link and presenting the advertisement to the customer via the network communication link when the print processing system controller processes the job ticket for the print job. In addition, the Examiner contends that the Motamed et al. patent discloses a system for processing a print job of a customer and directing advertising to the customer. The Examiner recognizes, however, that the system of the Motamed et al. patent lacks presentation of the advertisement to the customer when the print processing system controller processes the job ticket for the print job. As such, the Examiner suggests that it would have been obvious to a person of ordinary skill in the art at the time of the invention that the disclosure of the Motamed et al. patent would have been modified and selected in accordance with presentation of the advertisement to the customer when the print processing system controller processes the job ticket for the print job.

The Motamed et al. patent relates to print job streams and the optimization of print job tickets in print job streams (col. 1, lines 9-10). More specifically, the Motamed et al. patent discloses a method and system of print job processing initiated by a client communicating-computer communicating with a printer server system comprising operations performed by

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the client communicating-computer including a rip pre-processing operation (Abstract). The client communicating-computer of the Motamed et al. patent performs operations including executing a client application to create a print job request, using a PDL driver based on the print job request to create a print job PDL file, rip pre-processing the print job PDL file to create a smart print job ticket, sending the smart print job ticket to the printer server system, and sending the print job PDL file to the printer server system (col. 7, lines 10-17). As such, the client communicating-computer of the Motamed et al. patent performs the rip pre-processing to create the smart job ticket which is then advantageously used by the printer server system to optimize spooling, ripping and sending the compressed print job to a printer (col. 7, lines 28-32).

The background of the Motamed et al. patent mentions that the size of print jobs varies greatly, from a text mode e-mail, which may amount to a few thousand bytes per print job page, to graphical presentations, brochures or advertising copy, which often run several megabytes per page (col. 3, lines 24-27). The Motamed et al. patent, therefore, merely recognizes that the type of print jobs that may be processed may include e-mail, graphical presentations, brochures, or advertising copy. The method and system of print job processing of the Motamed et al. patent, however, does not include presenting an advertisement to a customer when the system processes a job ticket for a print job. Accordingly, the Motamed et al. patent does not teach or suggest a method of processing a print job of a customer and directing advertising to the customer as claimed in independent claims 1 and 11, nor a system for processing a print job of a customer and directing advertising to the customer as claimed in independent claim 21.

In view of the above, Applicant submits that independent claims 1, 11, and 21 are patentably distinct from the Motamed et al. patent and, therefore, in a condition for allowance. Furthermore, as dependent claims 2-10 and 35 further define patentably distinct claim 1, dependent claims 12-20 and 36 further define patentably distinct claim 11, and dependent claims 22-34 and 37 further define patentably distinct claim 21, Applicant submits that dependent claims 2-10 and 35, dependent claims 12-20 and 36, and dependent claims 22-34 and 37 are also in a condition for allowance. Applicant, therefore, respectfully requests that the rejection of claims 1-34 under 35 U.S.C. 103(a) be reconsidered and withdrawn and that claims 1-37 be allowed.

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**CONCLUSION**

In view of the above, Applicant respectfully submits that pending claims 1-37 are all in a condition for allowance and requests reconsideration of the application and allowance of all pending claims.

Any inquiry regarding this Amendment and Response should be directed to either James R. McDaniel at Telephone No. (208) 396-4095, Facsimile No. (208) 396-3958 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

**Hewlett-Packard Company**  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

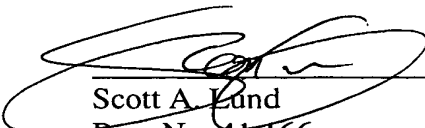
Respectfully submitted,

George B. Hobbs,

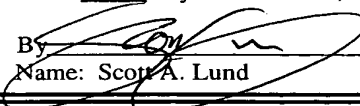
By his attorneys,

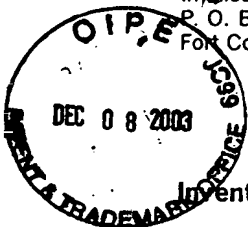
DICKE, BILLIG & CZAJA, PLLC  
Fifth Street Towers, Suite 2250  
100 South Fifth Street  
Minneapolis, MN 55402  
Telephone: (612) 573-2006  
Facsimile: (612) 573-2005

Date: DEC. 3, 2003  
SAL:jan

  
\_\_\_\_\_  
Scott A. Lund  
Reg. No. 41,166

**CERTIFICATE UNDER 37 C.F.R. 1.8:** The undersigned hereby certifies that this paper or papers, as described herein, are being deposited in the United States Postal Service, as first class mail, in an envelope address to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 3<sup>rd</sup> day of December, 2003.

By   
\_\_\_\_\_  
Name: Scott A. Lund



IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): George B. Hobbs



Serial No.:

Examiner: Unknown

Filing Date: Herewith

Group Art Unit: Unk.

Title: PRINT PROCESSING SYSTEM AND METHOD WITH INTERFACE ADVERTISING

COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

RECEIVED

DEC 17 2003

GROUP 3600

Sir:

This Information Disclosure Statement is submitted:

- (X) under 37 CFR 1.97(b), or  
(Within three months of filing national application; or date of entry of national application; or before mailing date of first office action on the merits; whichever occurs last)
- ( ) under 37 CFR 1.97(c) together with either a:  
( ) Statement under 37 CFR 1.97(e), or  
( ) a \$240.00 fee under 37 CFR 1.17(p), or  
(After the CFR 1.97 (b) time period, but before final action or notice of allowance, whichever occurs first)
- ( ) under 37 CFR 1.97 (d) together with a:  
( ) Statement under 37 CFR 1.97(e), and  
( ) a petition under 37 CFR 1.97(d)(2), and  
( ) a \$130.00 petition fee set forth in 37 CFR 1.17(i).  
(Filed after final action or notice of allowance, whichever occurs first, but before payment of the issue fee)

Please charge to Deposit Account **08-2025** the sum of \$0.00. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account **08-2025** pursuant to 37 CFR 1.25.

(X) Applicant(s) submit herewith Form PTO 1449 - Information Disclosure Citation together with copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

( ) A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO Form 1449, as presently understood by the individuals(s) designated in 37 CFR 1.56 (c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on form PTO 1449 and is enclosed herewith.

It is requested that the information disclosed herein be made of record in this application.

"Express Mail" label no. **EL546309684US**

Date of Deposit **Dec. 11, 2000**

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231.

By Christine M. Welter  
Typed Name: Christine M. Welter

Respectfully submitted,

George B. Hobbs

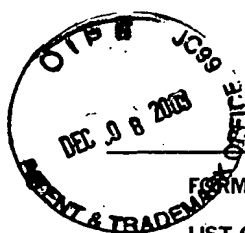
By Steven E. Dicke

Steven E. Dicke

Attorney/Agent for Applicant(s)

Reg. No. **38,431**

Date: **Dec. 11, 2000**



FORM PTO-1449

ATTY. DOCKET NO.

SERIAL NO.

10003973-1

LIST OF PATENTS AND PUBLICATIONS FOR  
APPLICANT'S INFORMATION DISCLOSURE  
STATEMENT

APPLICANT

George B. Hobbs

COPY

FILING DATE

Herewith

GROUP

Ukn.

(Use several sheets if necessary)

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
<i>[Signature]</i>	1A	5,467,434	Nov. 14, 1995	Hower, Jr., et al.		
	1B	5,970,475	Oct. 19, 1999	Barnes et al.		
	1C					
	1D					
	1E					
	1F					
	1G					
	1H					
	1I					
	1J					
	1K					

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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	TRANSLATION	
							YES	NO
<i>[Signature]</i>	1L	WO 00/03342	1/2000	Miles et al.				
	1M							
	1N							
	1O							
	1P							

OTHER REFERENCES (including Author, Title, Date, Pertinent Pages, etc.)

	1Q	
	1R	
	1S	

EXAMINER

DATE CONSIDERED

3-6-2004